3.3.1 Number of research papers published per teacher in the. Journals notified on UGC website during the last five years.

SN	Title of paper	Name of the author/s	Calendar Year of publication	Link to the recognition in UGC enlistment of the Journal /Digital Object Identifier (doi) number		Page Number
				Link to website of the Journal	Link to article / paper / abstract of the article	
1	Temporal intelligence in AI-Enhanced Cyber forensic using timed based analysis for proactive threat detection	Dr Satish N Gujar	2023-24	https://scholar.google.co.in/citations?view_op=view_citation&hl=en&user=evKsOakAAAAJ&citation_for_view=evKsOakAAAAJ:8k81kl-MbHgC	https://journal.esrgroups.org/jes/article/view/659	1
2	Securing the future: Technological innovation for social medical public healthcare security	Dr Satish N Gujar	2023-24	https://scholar.google.co.in/citations?view_op=view_citation&hl=en&user=evKsOakAAAAJ&citation_for_view=evKsOakAAAAJ:KlAtU1dfN6UC	ex.php/seejph/article/vi	2
3	Career Ride in Digital Economy: Lack of Digital Skills and Lack of Professionals in Industry	Dr. Tanaji D Dabade	2023-23	https://primerascientific.com/	https://primerascientific.com/journals/psen/PSEN-04-129	3
4	Analysis of Strength and capabilities of Major machine learning alorithams and used in software Testing and quality assurance	Dr. Sunil Khilari1, Dr. Balasaheb Bhamango Dr. Tanaji Dabade Prof. Ravi Kale, Prof. Asmita Hendre	2023-24	https://www.museonaturalistico.it	https://www.museonaturalistico.it/index.php/journal/article/download/271/212/49 6	4

5	Foresight and Formulate the Various Iot Security Models Used In Tourism and Hospitality	Dr. Balasaheb Bhamangol, Dr. Sunil Khilari, Dr. Tanaji Dabade, Prof. Asmita Hendre, Prof. Ravi Kale	2023-24	https://www.museonaturalistico.it/index.php/journal	https://www.museonaturalistico.it/index.php/journal	5
6	IOT security issues - A compresive review	Prof. Asmita Hendre, Prof. Ravikant Kale	2023-24	https://hsssjournal.com/	https://hsssjournal.com/ (PRINT)	6
7	A review on uses of Machine learning Algorithms in the field of software testing.	Prof. Asmita Hendre, Prof. Ravikant Kale	2023-24	https://abcdindex.com/Journal/Madhya-Pradesh-Journal-of-Social-Sciences-0973-855X	https://abcdindex.com/Journal/Madhya-Pradesh-Journal-of-Social-Sciences-0973-855X (PRINT)	7
8	Artificial Intelligence tools are revolutionizing threat detection and response	Dr.Suhas Pakhare	2023-24	https://ijcrt.org/?gad_source=1&gclid=Cj0KCQjw8--2BhCHARIsAF_w1gxQahuoPbmmYtZRCYSs8106ZSQqjmEnSYbP5vHlcK1lkLAY611JItEaAtEhEALw_wcB	https://ijcrt.org/?gad_source=1&gclid=Cj0KCQjw8--2BhCHARIsAF_w1gxQahuoPbmmYtZRCYSs8106ZSQqjmEnSYbP5vHlcK1lkLAY611JItEaAtEhEALw_wcB (PRINT)	8
9	Unveiling Insights: A Comprehensive analysis of efficiency, sustainability and ,and customer satisfaction in food delivery	Prof.Amruta Kale	2023-24	https://rbu.ac.in/home/page/112	https://rbu.ac.in/home/page/112 (PRINT)	9
10	Impact of Fintech Development Over	Dr.Laxman	2023-24	https://www.iosrjournals.org/?gad_source=1&gclid=Cj	https://www.iosrjournals.org/?gad_source=1&	10

	Corporate ESG Performance with Respect to an Emerging Market	Doipho de		0KCQjw8--2BhCHARIsAF_w1gxUiF_LaB9kjWICN2gd-Rbe3wMvNjNZ7pvF_WZehHWZ8-fTRvCKEOsaAuZzEALw_wcB	gclid=Cj0KCQjw8--2BhCHARIsAF_w1gxUiF_LaB9kjWICN2gd-Rbe3wMvNjNZ7pvF_WZehHWZ8-fTRvCKEOsaAuZzEALw_wcB (PRINT)	
11	A Study of Factors Affecting Insurance Buying Behaviour of Generation Y	Dr. Laxman Doipho de	2023-24	https://www.ipeindia.org/ipe-journals/	https://www.ipeindia.org/ipe-journals/ (PRINT)	11
12	A Study Of Farmer's Empowerment Towards Digital Transformation – A Compressive Review	Prof. Priyank a Pawar	2023-24	https://abcdindex.com/Journal/Madhya-Pradesh-Journal-of-Social-Sciences-0973-855X	https://abcdindex.com/Journal/Madhya-Pradesh-Journal-of-Social-Sciences-0973-855X (PRINT)	12
13	A Study of retail trade with reference to Grocery trade in Maharashtra state	Dr. Suhas Pakhare	2023-24	https://www.ijrar.org/	https://www.ijrar.org/ (PRINT)	13
14	Professional Management In Shrimp Farming Units: An Analytical Study	Dr. Laxman Renapur e	2023-24	https://utkaluniversity.ac.in/utkal-historical-research-journal/	https://utkaluniversity.ac.in/utkal-historical-research-journal/ (PRINT)	14
15	Industry 4.0 Industrial opportunities and Challenges (6492 - 6506)	Dr. Laxman Renapur e	2023-24	https://www.eurchembull.com/	https://www.eurchembull.com/ (PRINT)	15
16	Emerging trends in corporate finance and its impact on business growth	Dr. Laxman Renapur e	2023-24	http://www.eel.my100megs.com/	http://www.eel.my100megs.com/ (PRINT)	16
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18	Impact Of Application Of Human Resource Accounting And Its Effect For The Growth Of Educational Institutes	Dr. Pramod Jadhav	2023-24	https://utkaluniversity.ac.in/utkal-historical-research-journal/	https://utkaluniversity.ac.in/utkal-historical-research-journal/ (PRINT)	18
19	Why CryptoCurrency Market is Imperfect: The Impact of Volatility	Dr. Laxman Doiphode	2021-22	https://ugccare.unipune.ac.in/Apps1/Content/Files/pdf/CloneJournalsPdf/Original20230207T163117.pdf	https://ugccare.unipune.ac.in/Apps1/Content/Files/pdf/CloneJournalsPdf/Original20230207T163117.pdf (PRINT)	19
20	Perception of the buyer towrads E-commerce Amid Covid 19 Lockdown : Cross Country Evidence	Dr. Laxman Doiphode	2022	https://abcdindex.com/Journal/Madhya-Pradesh-Journal-of-Social-Sciences-0973-855X	https://abcdindex.com/Journal/Madhya-Pradesh-Journal-of-Social-Sciences-0973-855X (PRINT)	20
21	Employee Engagement of Faculties in Management Institutes in Pune During Covid-19 Pandemic	Dr. Sunetra Gaitonde	2022	https://www.tandfonline.com/toc/rijh20/current	https://www.tandfonline.com/toc/rijh20/current (PRINT)	21
22	An Empirical Study of Large size IPO's Performance and Possibilities of Gains in the Indian Stock market	Dr. Laxman Doiphode	2022	https://ignca.gov.in/purana/	https://ignca.gov.in/purana/ (PRINT)	22
23	A Study of the Impact and Challenges of GST on the MSME Sector in India	Dr. Laxman Doiphode	2021	https://abcdindex.com/Journal/Madhya-Pradesh-Journal-of-Social-Sciences-0973-855X	https://abcdindex.com/Journal/Madhya-Pradesh-Journal-of-Social-Sciences-0973-855X (PRINT)	23
24	A study of financial performance and sustainability of selected listed companies in agricultural sector	Dr. Laxman Doiphode	2020	https://archives.ourheritagejournal.com/index.php/oh	https://archives.ourheritagejournal.com/index.php/oh (PRINT)	24

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[3]Ritika Dhabliya

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[5]Dr. Aarti Kalnawat

[6]Dr. Shailesh P. Bendale

Temporal Intelligence in AI-Enhanced Cyber Forensics using Time-Based Analysis for Proactive Threat Detection

JES
Journal of Electrical Systems

Abstract: - To detect and address threats proactively, this study investigates the incorporation of temporal intelligence into AI-enhanced cyber forensics. Temporal intelligence makes timelines, recognizes patterns, and projects future risks by utilizing historical data. The method provides adaptive algorithms for ongoing monitoring, optimizes incident response, and preserves forensic evidence with precise timestamps. Temporal analysis, anomaly identification, incident response optimization, continuous monitoring, and behavioral analysis are highlighted in-depth throughout the flowchart phases, using the methodology's integration of machine learning and temporal intelligence, developing cyber risks can be proactively identified and mitigated using a strong cyber forensics framework. Machine learning, natural language processing, deep learning, and other AI-enhanced cyber forensics tools show varied applications and capacities across critical parameters. Time-Based Analysis shows to be quite successful, especially when it comes to temporal data processing and dynamic threat detection. The study's conclusion emphasizes the flexibility of Time-Based Analysis and Machine Learning, underscoring the continuous need for research and development to improve these methods and handle new cyberthreats in the dynamic field of cybersecurity.

Keywords: Temporal intelligence, enhanced cyber forensics, proactive threat detection, anomaly detection, predictive analysis, incident optimization.

I. INTRODUCTION

The changing of the digital world has brought about new challenges, especially in the area of safety, but it has also opened up new possibilities. Because online risks are getting more complicated, we need more advanced methods that can find and stop possible threats before they happen. This makes it necessary to use cutting-edge technologies, especially those that use artificial intelligence (AI) to improve cyber forensics. This research looks into how important it is to use temporal intelligence, a dynamic and time-based analysis method, in AI-enhanced cyber forensics to make strategies for finding threats and responding to them stronger. As AI, machine learning algorithms, natural language processing, and deep learning methods have become more common, they have completely changed the field of cyber investigations. The ability to look at, understand, and react to online dangers in real time has gotten a lot better thanks to these improvements. But the time factor is still an important but often ignored part of computer forensics. To stay ahead of cybercriminals, you need to be able to put events in context over time, see how trends change over time, and guess what threats will happen in the future. The method used in this study includes many steps, from collecting data and preparing it to improving incident reaction and keeping an eye on it all the time. For example, adding temporal intelligence is very important because it helps make maps, find patterns, and create adaptable systems that predict future threats. This method not only improves

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Securing the Future: Technological Innovations for Social Medical Public Healthcare Security

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KEYWORDS	ABSTRACT
Social Medical, healthcare technologies , Public Healthcare Security	The public healthcare sector is currently experiencing significant changes, characterized by a growing dependence on technology to improve efficiency, accessibility, and the quality of patient care. Nevertheless, the swift process of digitization presents unparalleled challenges in healthcare security. This review paper explores the complex relationship between technological advancements and the need to strengthen the security of social medical public healthcare. The paper commences by examining the historical progression of healthcare security concerns, emphasizing the insights gained from previous occurrences, and clarifying the urgent requirement for a comprehensive security framework. An exhaustive analysis of the present healthcare security scenario exposes weaknesses in the current systems and emphasizes the need for flexible solutions. The literature review examines the most recent progressions in healthcare technologies, specifically emphasizing pioneering innovations such as blockchain, artificial intelligence, and Internet of Things (IoT) devices. Concrete examples of successful technology implementations in different healthcare settings are provided through real-world case studies, offering practical insights into their effectiveness. Nevertheless, the incorporation of these technological solutions presents difficulties, encompassing privacy apprehensions, adherence to regulations, and the intricate endeavor of aligning with existing systems. The paper examines these challenges closely and suggests strategies for reducing cybersecurity risks. The advantages of technological advancements in healthcare security are outlined, highlighting how these advancements contribute to heightened data security, enhanced patient care and monitoring, and streamlined healthcare procedures. The narrative is enhanced by the inclusion of case studies that demonstrate successful implementations on a global scale. The paper progresses by predicting forthcoming risks to healthcare security, offering a strategic plan for policymakers and healthcare practitioners to foresee and tackle emerging challenges. The potential impact of emerging

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Career Ride in Digital Economy: Lack of Digital Skills and Lack of Professionals in Industry

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We are using internet and internet regained information everyday to meet our elementary needs and acting like skilled digital professional. Industry needs more professional to code more business happenings to grow and able to branch out. In such development of today's digital economy it's sometime difficult to get people with right mix soft and hard skills. Some research studies brought on surface that many more youths worldwide don't have basic digital skills. Every youth should be ready for change with a set of career goals, strategies and options based on their interests, personality, values and skills both hard and soft. The most important point is that throughout your life you will play a combination of study, work and citizen roles that are intermixed.

What skills and specialist knowledge you need

Students should plug-in the skills gap and understand the economic output generated by the online connections that are made every day between people, devices and businesses. In the journey of building career in today's digital economy, we strongly suggest to all youngster to include competencies like IoT, big data, cloud computing, data mining, SEO marketing. This may called as hard skill to survive and thrive himself in today's era. These are the necessary skills and expertise to succeed in a wide variety of jobs in digital economy. In this regard you need to make smart choice about the courses you will pursue.

You can plan your career to move up as a digital professional. In this journey many of working professional mentor and career counselor are helping to meet the digital skills gap by sharing their industry expertise and experienced digital knowledge. This is unique suggestion that you as a students during the early stages in your career, do learn to actively manage information and people asset.

Classroom Education and Skill Education

Here Classroom Education means- classroom training may cover problem solving techniques and Skill educations means-training at workplace. It may cover internships, volunteer work and summer

Foresight and Formulate the Various Iot Security Models Used In Tourism and Hospitality

Dr. Balasaheb Bhamangol[1], Dr. Sunil Khilari[2], Dr. Tanaji Dabade[3], Prof. Asmita Hendre[4], Prof. Ravi Kale[5], Dr. Ashwini Brahme[6]

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Abstract: One of the industries in India with the quickest rate of growth is tourism. The industry has a major effect on employment and propels regional development. It also boosts the performance of industries that are associated. India's tourism and hospitality sector is expected to bring in more than $59 billion by 2028. Furthermore, it is projected that 30.5 million foreign tourists will arrive in the country by 2028. The Ministry of Tourism has declared 2023 as the 'Visit India Year' in an effort to encourage foreign travel, in conjunction with India's G20 Presidency and the India@75 Azadi ka Amrit Mahotsav celebrations. With a strategy plan spanning the next 25 years, the honourable prime minister has envisioned a mission-mode approach to tourist development during Amrit Kaal. By the time we celebrate India@100 in 2047, the goal is to establish India as the world's most popular tourism destination, attracting tourists from all over the world.

In order to highlight trade and investment prospects, the Ministry of Tourism, Central Ministries, and State/UT Governments are organising a Global Tourism Investors Summit. International investors will be able to examine Indian tourism offerings at the event.

Through the challenge mode, 50 tourist spots will be chosen to be produced as a comprehensive package for both local and foreign travel.

- To meet the goals of the "Dekho Apna Desh" project, sector-specific skill development and entrepreneurial development should be integrated.
- The Vibrant settlements Programme would provide border settlements with facilities and infrastructure for tourists.
- The establishment of Unity Malls in state capitals and popular tourist destinations.

Keywords: Iot, Tourism and Hospitality, Travelling In India

1. Introduction

a) Tourism Industry: National Status

Given that India is one of the most sought-after tourist destinations worldwide, the country's tourism and hospitality sectors have emerged as major development engines for the country's services sector. Given that, like many other nations, travel is a major source of foreign cash in India, the country's tourist industry has a great deal of potential.

It is commonly known that the travel and hospitality industry, which includes lodging and dining services, is a major source of foreign exchange profits for many nations as well as a development agent and socioeconomic growth catalyst. Tourism not only showcases India's magnificent history, culture, and variety but also generates substantial economic advantages. The tourism sector has been able to recover from the COVID-19 pandemic shock and resume its pre-pandemic level of operations thanks to the persistent efforts of the federal and state governments.

India is one of the top destinations for foreign tourism spending due to its diversified geography and abundance of civilizations, each having unique experiences. Travel and tourism are two of the biggest industries in India, contributing a combined US$ 178 billion to the GDP of the nation, according to an IBEF analysis on the growth of the hospitality and tourism sector. Numerous lovely beaches can be found scattered over the vast coastline of the nation. As a result, it is anticipated that the Indian travel market will grow to US $125 billion by the Financial Year 2027.

It is anticipated that 30.5 million foreign visitors will arrive by 2028. For more than ten years, Indian businesses, like those in a number of other industries, have used technology as a vital development facilitator. The travel

Analysis of Strength and Capabilities of Major Machine Learning Algorithms Used in Software Testing and Quality Assurance

Dr. Sunil Khilari[1], Dr. Balasaheb Bhamango[2], Dr. Tanaji Dabade[3], Prof. Ravi Kale[4], Prof. Asmita Hendre[5], Dr. Zarina Shaikh[6]

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[6]Poona Institute of Management Sciences and Entrepreneurship, Pune.

Abstract: As an Information Technology researchers , it is significant that we have a understand and analyze what's going on "under the cover" , when utilizing easy-to apply Machine Learning Algorithms, libraries, rather than simply plugging and keep going through fit-predict software quality. his research study take an descriptive analytics of the major machine learning algorithms and their strength and capabilities and all the applications and deployment tools that make it easier to present software project metrics to end-users of both Software Quality Experts and Leads .Here researcher is studying how to extract hidden insight from data and use for analyzing software project metrics Further researcher does the analysis of various Machine learning algorithms used for prioritising algorithm aspects for software project metrics, such as code complexity, predict project completion date and developer productivity etc.

Keywords: Analysis, Strength, Capabilities, Machine Learning Algorithms, Software Testing, Quality Assurance.

1. Introduction

a) Software Testing

Software testing and Quality Assurance (QA) are two related but distinct processes within the software development lifecycle. Software testing is the process of identifying and verifying that software applications or programs will meet user requirements, and quality assurance is the process of ensuring that software meets established quality standards. Both processes are necessary to deliver a high quality product. Software testing focuses on evaluating a product or service to determine whether it meets design specifications and meets user needs. Quality assurance, on the other hand, is a broader term focusing on the overall process of ensuring that a product or service meets design specifications and meets user needs. Quality assurance is a continuous process that begins during the planning stages of a product or service and continues through the development, testing, and deployment of the product or service. Software testing involves creating test plans, writing test cases, and performing manual and automated tests to ensure that the product meets specified requirements. Software testing is the process of running a program or system with the intention of finding defects or errors. It is performed to verify the functionality of the software product and ensure that it meets the design requirements and specifications.

Table1 Identification s/w testing features and restrictions w.r.t benefits

Characteristics of Software Testing	Advantages of Software Testing	Limitations of Software Testing
Purpose:	Enhances Quality	Time
Scope	Early Detection	Assumptions
Involvement	Cost Saving	Scope
Techniques	Improved User Experience	Complexity
Deliverables	Securing software code (T. Menzies,2010)	Less Involvement of Testers
Responsibilities	Dvelop test cases	Difficult to Make a Product Error-Free
Define the test environment	Write scripts	Impact on code efficiency

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Authored By

Mrs. Asmita H. Hendre. Navsahyadri Group of Institutions, FOM - MCA Bhor, Pune

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A STUDY OF FARMER'S EMPOWERMENT TOWARDS DIGITAL TRANSFORMATION – A COMPRESSIVE REVIEW

Prof. Priyanka Pawar
Research Scholar, Allana Institute of Management Sciences, Pune
Dr. Tanaji Dabade
Research Guide, Research Scholar, Allana Institute of Management Sciences, Pune

Abstract

Digital transformation has become a driving force behind farmer empowerment in today's agricultural scene, transforming conventional farming methods and raising overall production. Taking into account the use of precision agriculture methods and information and communication technology (ICTs), this study examines how the digital transformation affects farmer empowerment. In order to obtain thorough insights, the study uses a mixed-methods strategy that combines surveys, interviews, and on-field observations.

The study's main objectives are to evaluate farmers' degrees of digital literacy, their availability to technology resources, and the degree to which digital tools influence their decision-making. The report also looks at how government regulations, extension programs, and private sector efforts might help make it easier for farmers to incorporate digital technologies into their operations.

According to preliminary research, there is a direct link between digital transformation and farmer empowerment. Farmers who have digital empowerment are better able to make decisions, manage their crops, and have greater access to markets. However, issues including aversion to change, restricted access to technology in distant locations, and worries about data security all come up during the investigation.

By offering a sophisticated knowledge of the relationships between digital transformation and farmer empowerment, the research advances the scholarly conversation. Additionally, it provides useful information to help agricultural extension agencies, legislators, and tech developers create interventions that are specifically tailored to the requirements and difficulties that farmers encounter as they move toward digital empowerment in agriculture.

Keywords: Digital transformation, farmer empowerment, Agriculture, information and communication technologies (ICTs)
Introduction:

With the introduction of digital technology, the agricultural landscape is undergoing a paradigm shift that is providing farmers with never-before-seen prospects for empowerment and sustainable development. This study explores how digital technologies have transformed agriculture with the goal of comprehending the dynamics of farmers' empowerment within the continuously changing digital ecosystem. As the world enters the era of information technology and precision agriculture, it is critical to investigate how farmers negotiate this digital landscape and use technological innovations to improve their productivity, decision-making, and general well-being.

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Assistant Professor, Rajaram Shinde College of MBA, Pedhambe, Tal: Chiplun, Dist: Ratnagiri.

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Dr. Basanta Kumar Mallik
Professor & Head
Dept of History, Utkal University

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Publication Date 2019-03-16 22:50:47

Subject: Publication of paper at International Journal of Research and Analytical Reviews (IJRAR).

Dear Author,

With Greetings we are informing you that your paper has been successfully published in the International Journal of Research and Analytical Reviews (IJRAR) - IJRAR (E-ISSN 2348-1269, P- ISSN 2349-5138). Thank you very much for your patience and cooperation during the submission of paper to final publication Process. It gives me immense pleasure to send the certificate of publication in our Journal. Following are the details regarding the published paper.

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Financial Management Practices in the Food and Nutrition Industry: A Comprehensive Review

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Abstract

This comprehensive review is a deep exploration of the financial management practices within the food and nutrition industry. It underscores the paramount importance of these practices and their far-reaching influence on the sector's long-term sustainability and viability. The review encompasses a wide array of critical aspects, including budgeting, cost control, revenue management, working capital management, and risk mitigation. Within this comprehensive examination, practical insights and recommendations emerge. Industry stakeholders will find valuable guidance on how to optimize their financial management strategies, adapt to evolving market dynamics, and secure their positions in a highly competitive field. Moreover, this review extends its reach to regulatory bodies, proposing policy measures that can foster a conducive environment for responsible financial practices, ensuring consumer protection and industry integrity. Lastly, the review ventures into the realm of emerging technologies, shedding light on their potential impacts on financial strategies within the industry. By considering the evolving landscape influenced by technology, industry leaders can proactively position themselves for future success. This review offers a holistic view of financial management practices in the food and nutrition sector. It equips stakeholders with actionable insights, presents policy avenues for regulators, and anticipates the transformative potential of evolving technologies, ultimately empowering decision-makers in this dynamic industry.

Keywords: *food industry, nutrition sector, food production, dietary guidelines, food processing, nutritional health*

I. Introduction

The food and nutrition industry are not only a cornerstone of human sustenance but also a vast economic sector with a global reach. As the demand for healthier food options and nutritional awareness continues to rise, this industry's significance has grown exponentially. Amidst this backdrop, the effective management of finances plays a pivotal role in sustaining the operations, growth, and competitiveness of businesses within the food and nutrition sector. This comprehensive review delves into the intricacies of financial management practices within the food and nutrition

, working capital management, and risk mitigation, stands as a critical determinant of a company's

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A study of financial performance and sustainability of selected listed companies in agricultural sector.

Dr. Laxman B. Doiphode

Abstract:

There are many companies' supplies inputs in the form of fertilizers, seeds, insecticides etc. The productivity of agricultural produce is more depend on such raw inputs and its quality. In this research paper the researcher would like to investigate how these agro-input suppliers or companies performing in volatile market and their financial stability, asset use efficiency and equity growth for certain period of time. The productivity of farm produce and financial stability of farmers ultimately depend upon the sustainability of these agro-input supplier companies.

The present day growth pattern of the Indian economy has drawn the attention because the agriculture growth has been declining at alarming rate however the rest of the economy is growing at unprecedented rates. Further, introduction of one of the major economic reforms in 1991 (Liberalization, Privatization and Globalization) has pronounced effect on the Indian economy in general and on the agriculture in particular through rising real wage rates, increased rural-urban migration, labour shortage for agriculture, increased share of non-agriculture in both employment and income, increased non-farm incomes compared to farm incomes, rising input costs including labour cost and wider adoption of farm mechanization.

Structural transformation of Indian agriculture has resulted in changes in the employment scenario of the agricultural labour. One of the serious problems concerning labour employment is its seasonality, which has caused under-utilization of available labour in some seasons and over-utilization in other periods. Among different factors of production, labour is a vital one but they are migrating to different parts in general and urban areas in particular.

To understand financial position and sustainability of the companies in agriculture sector, researcher has made analysis of financial statements of selected companies on the basis of Du Pont model and statistical tools. ROE shows the financial performance of the company. There are three things which affect ROE - Operating efficiency, which is measured by profit margin? - Asset use efficiency, which is measured by total asset turnover - Financial leverage, which is measured by the equity multiplier. ROE = Profit Margin (Profit/Sales) * Total Asset Turnover (Sales/Assets) * Equity Multiplier (Assets/Equity) .

This system of analysis considers important interrelationships between different elements of financial statements. Most of the time investors do not prefer to highly profitable companies. They investigate the DuPont equation. Through DuPont analysis they see which types of companies are most fruitful for investor. They use two method of ranking, first one is based on profit (Net income) and second one is based on DuPont equation.

This paper shows Firms having high profit margin but low asset turnover accept differentiation strategy, firms however, having low profit margin but high asset turnover go with cost leadership strategy.

The result shows Companies under category of Differentiation Strategy outperform those companies under category of Cost Leadership Strategy. Performance is measured by RONOA and RONOA of companies under category of Differentiation Strategy are always greater than those companies under category of Cost Leadership Strategy.

Key Words: Indian Economy, Agricultural Sector Operating Efficiency, Strategy, Asset Use Efficiency, ROE.

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